



**MENDOCINO COUNTY TOURISM COMMISSION, INC.**

**BOARD OF DIRECTORS MINUTES**

**DATE: Tuesday, January 14, 2020 starting at 9:00 AM**

**PLACE: Glendeven Lodge, 8205 North, CA-1, Little River, CA 95456**

**\*CALL-IN LOCATIONS: None**

\*Please note: To abide by the Brown Act, call-in locations must be listed on the agenda. If anyone from the public is calling in during the meeting, it must be done at the posted locations above.

**1. CALL TO ORDER**

**9:48 AM**

**2. ROLL CALL**

**BOARD MEMBER**

Jennifer Seward (JS)

Cally Dym (CD)

Bernadette Byrne (BB)

Jamie Peters Connolly (JC)

Sharon Davis (SD)

Jitu Ishwar (JI)

Jan Rodriguez (JR)

Martha Barra (MB)

Open Seat

Brett Schlesinger (BS)

Scott Connolly (SC)

**ATTENDANCE**

Present  Absent

Present  Absent

Present  Absent

Present  Absent

Present  Absent

Present  Absent

Present  Absent

Present  Absent

Present  Absent

Present  Absent

Present  Absent

**TITLE**

At Large

Large Lodging Operator; Coastal

Winery/Winegrower

Arts Organization/Attractions

Regional Promotional; Coastal

Large, At-Large Lodging Operator; Inland

Large Lodging Operator; Inland

Small Lodging Operator; Coastal

Regional Promotional; Inland

Food & Beverage

Medium Lodging Operator; Coastal

**STAFF MEMBER**

Travis Scott (TS)

Alison de Grassi (ADG)

Katrina Kessen (KK)

Emily Saengarun (ES)

Ramon Jimenez (RJ)

Kathy Janes (KJ)

Daphne Haney (DH)

**ATTENDANCE**

Present  Absent

Present  Absent

Present  Absent

Present  Absent

Present  Absent

Present  Absent

Present  Absent

**TITLE**

Executive Director

Director of Marketing and Media

Stakeholder and Partner Relations Manager

Administrative Services Manager

Marketing and Sales Coordinator

Administrative Services Assistant

Contractor/Accountant

**INTRODUCTION OF GUESTS**

Richard Cooper

John Glidewell

John Dixon

**3. PUBLIC COMMENT ON NON-AGENDA ITEMS**

Brown Act Requirements: Pursuant to the Brown Act, the Board cannot discuss issues or take action on any requests during the comment period.

None

**4. Welcome New Board Members**

- Jamie Peters Connolly, Arts Organization/Attractions
- Brett Schlesinger, Food & Beverage

**5. Elect Slate of Executive Officers for 2020  Discussion  Possible Action**

**SD motioned for approval of Slate as shown, MB 2<sup>nd</sup>, voice vote called; ayes have it, motion passes.**

- Cally Dym, Chair of the Board
- Jennifer Seward, Vice Chair of the Board

- Scott Connolly, Treasurer of the Board
- Bernadette Byrne, Secretary

## 6. Committee Membership

- Elect Slate of Committee Chairs for 2020  Discussion  Possible Action  
**BB motioned for approval of Slate as shown, SD 2<sup>nd</sup>, voice vote called; ayes have it, motion passes.**
  - Personnel Committee Chair, Cally Dym
  - Organizational Development Chair, Jennifer Seward
  - Finance Committee Chair, Scott Connolly
  - Ad Hoc Bylaws Committee Chair, Cally Dym
  - Marketing Committee Chair, Scott Connolly
  - Festival Committee Chair, Bernadette Byrne
  - Visitor Services Chair, Sharon Davis

- Approve committee Members as listed:  Discussion  Possible Action  
**SD motioned for approval of Slate as shown, MB 2<sup>nd</sup>, voice vote called; ayes have it, motion passes**

### Personnel Committee

Cally Dym, Chair  
 Jennifer Seward  
 Jitu Ishwar  
 Staff: Travis Scott

### Organizational Development Committee

Jennifer Seward, Chair  
 Cally Dym  
 Sharon Davis  
 Staff: Travis Scott

### Finance Committee

Scott Connolly, Chair  
 Cally Dym  
 Jennifer Seward  
 Staff: Travis Scott

### Marketing Committee

Scott Connolly, Chair  
 Cally Dym  
 Bernadette Byrne  
 Susie Plocher  
 John Dixon  
 Alyssum Weir  
 Jennifer Seward  
 Brett Schlesinger  
 Staff: Travis Scott &  
 Alison de Grassi

### Ad Hoc Bylaws Committee

Cally Dym, Chair  
 Jitu Ishwar  
 Jennifer Seward  
 Bernadette Byrne  
 Staff: Travis Scott

### Festival Committee

Bernadette Byrne, Chair  
 Jamie Peters Connolly  
 Martha Barra  
 Tom Liden  
 Tom Yates  
 Greg Lamer  
 Kevin Brutocao  
 Staff: Travis Scott &  
 Katrina Kessen

### Visitor Services Committee

Sharon Davis, Chair  
 Jamie Peters Connolly  
 Sharon Davis  
 Jon Glidewell  
 Rakesh Taneja  
 Scott Connolly  
 Staff: Katrina Kessen

## 7. Board & Committee Meeting Schedules Discussion Possible Action

- Approval of Proposed Board & Committee 2020 Schedules  
**BB motioned for approval of Meeting Schedules as shown, MB 2<sup>nd</sup>, voice vote called; ayes have it, motion passes**
  - Board of Directors: 2<sup>nd</sup> Tues/Mnth - 1:00 PM
  - Festival Committee: 1st Tues/Mnth - 10:00 AM
  - Marketing Committee: 1st Tues/Mnth - 11:00 AM
  - Finance Committee: 1st Tues/Mnth - 12:30 PM
  - Visitor Services: Quarterly
  - Personnel Committee: As Needed
  - Ad Hoc Bylaws Committee: As Needed
  - Organizational Development: Quarterly

## 8. CONSENT AGENDA ITEMS Discussion Possible Action

The Consent Agenda is considered routine and non-controversial and will be acted upon by the MCTC Board at one time without discussion. Any MCTC Board member may request that any item be removed from the Consent Agenda for individual consideration.

- REVIEW/APPROVE, Minutes December 10, 2019 Meeting
- REVIEW/APPROVE, November 2019 Financials

**MB motioned for approval the consent agenda as shown, SC 2<sup>nd</sup>, voice vote called; ayes have it, motion passes**

## 9. MARKETING COMMITTEE UPDATE Discussion

(NEXT MEETING: 2/4/2020 AT 11:00 AM)

- Nothing at this time




## 10. FESTIVAL COMMITTEE UPDATE

(NEXT MEETING: 2/4/2020 AT 10:00 AM)

- Nothing at this time

#### 11. FINANCE COMMITTEE UPDATE Discussion

(NEXT MEETING: 2/4/2020 AT 12:30 PM)

- Treasurer Report (JS unable to attend) | RC – reserves expended, plan to pull from this year’s budget to put VMC back in line. Line of credit is very common in companies such as VMC.
- Approval to update CFCU signature cards, removing John Kuhry adding Scott Connolly  **Possible Action**  
**SD motioned for approval, MB 2<sup>nd</sup>, voice vote called; ayes have it, motion passes**
- Explanation of “Unrestricted Net Assets”
- The Finance Committee recommends to the Board a 2-part action:
  1. Visit Mendocino County (VMC) opening a Savings Account at the Saving Bank of Mendocino County, using funds from their restricted Contingency Savings Account to open said account.  **Possible Action**  
**SD motioned for approval, BB 2<sup>nd</sup>, voice vote called; ayes have it, motion passes**
  2. VMC securing a \$200,000 Line of Credit through the Savings Bank of Mendocino County, using the newly opened Savings Account as collateral. Including the stipulation VMC staff may only access said Line of Credit with prior approval from the Finance Committee.  **Possible Action**  
**BB motioned for approval, SD 2<sup>nd</sup>, voice vote called; ayes have it, motion passes**

#### 12. VISITOR SERVICES COMMITTEE UPDATE

(NEXT MEETING: 2/20/2020 AT 3:00 PM)

- Nothing at this time

#### 13. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE Discussion

- Nothing at this time

#### 14. EXECUTIVE DIRECTOR REPORT Discussion Possible Action

- REVIEW/APPROVE, Quarterly Report July-Sept 2019 (Quarter 1) | **See Attachment**  
**MB motioned for approval, SD 2<sup>nd</sup>, voice vote called; ayes have it, motion passes**
- REVIEW/APPROVE, Strat Plan Updates
  - Add: FOCUS Objectives · Bid assessment growth at 5% over average of top 3 “rural, Northern California,” competitors | Group discussion: what are the comparable? What Counties are similar to ours? RC – What is driving dollars?

#### 15. FUTURE AGENDA ITEMS Discussion

Staff come up with 3-5 County Competitors, BID data comparatives.

#### 16. NEXT MEETING Discussion

Tentative: Tuesday, February 11, 2020 at 1:00 PM **SET: Tuesday, February 4, 2020 at 2:00 PM**

#### 17. ADJOURN

**SD called at 10:43 AM**